Nelson, Bettie L
From: Nelson, Bettie L
Sent: Tuesday, November 27, 2001 8:05 AM
To: Roethig, Hans
Subject: FW: Help with a Westat contact

Hans,

Below is an email that presents some of the discussions with Bob Johnson regarding the sampling plan. I'd like to meet with you to receive your input on this as soon as possible.

With best regards,

Bettie

-----Original Message-----
From: Bob Johnson [SMTP:rajohnso@bse.vcu.edu]
Sent: Monday, November 26, 2001 7:59 PM
To: Diana Wobus
Cc: Bettie Nelson; Gennings Chris; W. Carter
Subject: Help with a Westat contact

Diana,

Thank you for agreeing to help me with finding the right people at Westat to talk to.

I and my colleagues are consulting with representatives at Philip Morris who wish to conduct an extensive study into biomarkers of the effect of tobacco use. They wish to conduct this in the general population rather than under controlled laboratory conditions. The study design is currently under debate. The ideas mentioned here are tentative. I recommended Westat to help with the sampling and they wish me to be the liaison to work this out. At this time, my discussion with anyone there will be informal. We will have to wait to see if they wish to negotiate a contract.

There are two designs being considered. I'll mention the first one briefly. I do not support this first design.

Orginally they wanted to select a "representative sample" of the U.S. adult population, both smokers and non-smokers. One thought was to conduct a nationwide random-digit-dial survey and recruitment effort. Subjects would report to a designated medical center for testing and screening. A battery of measures would be taken, possibly over multiple visits. Participants would receive payment. There are several concerns with this approach, which I won't go into here.

Another approach starts with defining the population of interest as a range of human physiology (age, gender, BMI, etc.), the living environment (rural, urban, etc.), and occupation (blue collar, white collar, etc.). Several locations will be selected to cover the designated ranges of environment and occupation. Within those locations, a sampling scheme will be employed to cover physiological diversity. Subjects would report to a medical facility within the chosen locations. Participants would receive payment. There are some advantages (and disadvantages) to this approach. Again, I will not go over these here.

Would you please take this message around to your contacts and have them get back to me? I wonder if you could be directly involved in such a project?

Take care and Happy Holidays.

Bob

Source: https://www.industrydocuments.ucsf.edu/docs/yrjk0001

Robert E. Johnson, Ph.D.
Associate Professor
Department of Biostatistics
1101 E. Marshall St., Box 980032
Virginia Commonwealth University
Richmond, VA 23298-0032
PH: 804-827-2036
FX: 804-828-8900
EM: rjohnson@vcu.edu

Source: https://www.industrydocuments.ucsf.edu/docs/yrjk0001